



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:
SANDRO PASQUALI

Attorney's Docket No.:
040.0058

Filed:
March 20, 2001

Serial No.:
Unassigned

For: **SYSTEM AND METHOD FOR PROVIDING
A DYNAMIC ADVERTISING CONTENT
WINDOW WITHIN A WINDOW BASED
CONTENT MANIFESTATION
ENVIRONMENT PROVIDED IN A
BROWSER**

Group No.:
Unassigned

Examiner:
Unassigned

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
United States Patent and Trademark Office
Washington, DC 20231

S I R:

Prior to or contemporaneous with the review and examination of the above-identified U.S. patent application, please enter the following Amendments and Remarks.

This U.S. patent application is a continuation application under 37 C.F.R. § 1.53(b) of U.S. Patent Application Serial No. 09/252,076, filed on February 18, 1999, which application is now pending before the USPTO.

Please process the following Amendments:

IN THE SPECIFICATION:

On page 1 of the application, after the TITLE OF THE INVENTION section and at line 6, please **INSERT** the following new section:

--RELATED APPLICATION DATA

This application is a Continuation of U.S. Patent Application Serial No. 09/252,076, filed on February 18, 1999, which application is now pending before the USPTO. --

IN THE CLAIMS:

Please **CANCEL** claims 1-8 and 14-22 without prejudice to the subject matter defined therein. Claims 1-8 and 14-22 have been allowed in Applicant's co-pending U.S. Patent Application No. 09/252,076.

Please **ADD** the following claims:

23. (Newly Added) A controllable window object manifested within a content manifestation environment provided within a web browser client, comprising:

a content manifestation area configured to dynamically manifest advertising content received from an advertising content source via an electronic data network; and

a control facility configured to control display attributes associated with said content manifestation area.

24. (Newly Added) The controllable window object according to claim 23, wherein said content manifestation area is configured to dynamically receive content from at least one advertising content source.

25. (Newly Added) The controllable window object according to claim 23, wherein said content manifestation area is configured to continuously receive and manifest a content stream.

26. (Newly Added) The controllable window object according to claim 23, wherein said content manifestation area is moveable within a content manifestation environment provided by said WWW browser client.

27. (Newly Added) The controllable window object according to claim 23, wherein said content manifestation area corresponds to a section of a screen within a content manifestation environment provided by a WWW browser client.

28. (Newly Added) The controllable window object according to claim 23, wherein said control facility permits said content manifestation area to be maximized.

29. (Newly Added) The controllable window object according to claim 23, wherein said control facility permits said content manifestation area to be minimized.

30. (Newly Added) The controllable window object according to claim 23, wherein said control facility permits said content manifestation area to be re-sized.

31. (Newly Added) The controllable window object according to claim 23, wherein said control facility permits said content manifestation area to be closed.

32. (Newly Added) A system for providing a dynamic content window within a windows based content manifestation environment provided within a web browser, comprising:

a server system configured to transmit a software system and data related to a content source via an electronic data network; and

a web browser client operating within a data processing system that is coupled to said server system via the electronic data network and having a content manifestation

environment, said web browser client operative to receive said software system and said data, to process said software system and said data to produce a controllable window object within said content manifestation environment of said web browser client, said controllable window object configured to dynamically manifest therein content received from said content source in accordance with said data.

33. (Newly Added) The system according to claim 32, wherein said software system includes instructions related to the size and placement of said controllable window object within said content manifestation environment.

34. (Newly Added) The system according to claim 32, wherein said content source includes full motion video content.

35. (Newly Added) The system according to claim 32, wherein said content source includes an audio feed.

36. (Newly Added) The system according to claim 32, wherein said electronic data network is the Internet.

37. (Newly Added) The system according to claim 36, wherein said web browser client accesses said content source via the Internet to receive content to be dynamically manifested within said controllable window object.

38. (Newly Added) The system according to claim 32, wherein said web browser client accesses said content source more than one time to receive corresponding different content to be dynamically manifested within said controllable window object.

39. (Newly Added) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be minimized.

40. (Newly Added) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be maximized.

41. (Newly Added) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be re-sized.

42. (Newly Added) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be closed thereby preventing dynamic manifestation of said content within said controllable window object.

43. (Newly Added) A method for providing a controllable window object within a windows based content manifestation environment provided within a web browser, comprising the following steps:

from a server system, transmitting a software system and data related to a content source via an electronic data network;

at a web browser client operating within a data processing system that is coupled to said server system via the electronic data network, receiving said software system;

processing said software system and said data to produce a controllable window object within a content manifestation environment provided by said web browser; and

dynamically manifesting said content within said controllable window object in accordance with said data.

44. (Newly Added) The method according to claim 39, wherein said software system includes instructions related to the size and placement of said controllable window object within said content manifestation environment.

45. (Newly Added) The method according to claim 43, wherein said data relates to a full motion video content source.

46. (Newly Added) The method according to claim 43, wherein said data relates to an audio feed.

47. (Newly Added) The method according to claim 43, wherein said electronic data network is the Internet.

48. (Newly Added) The method according to claim 43, wherein said web browser client accesses said content source in accordance with said data to receive content to be dynamically manifested within said controllable window object.

49. (Newly Added) The method according to claim 43, wherein said web browser client accesses said content source in accordance with said data more than one time to receive corresponding different content to be dynamically manifested within said controllable window object.

50. (Newly Added) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be minimized.

51. (Newly Added) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be maximized.

52. (Newly Added) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be re-sized.

53. (Newly Added) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be closed.

54. (Newly Added) A system for providing a dynamic content window within a windows based content manifestation environment provided within a web browser, comprising:

a server system configured to transmit a software system and data related to a content source via an electronic data network; and

a web browser client operating within a data processing system that is coupled to said server system via the electronic data network and having a content manifestation environment, said web browser client operative to receive said software system and said data, to process said software system and said data to produce a window object within said content manifestation environment of said web browser client, said window object

configured to dynamically manifest therein content received from said content source in accordance with said data, said window object being under the direct control of the web browser

55. (Newly Added) The system according to claim 54, wherein said software system includes instructions related to the size and placement of said controllable window object within said content manifestation environment.

56. (Newly Added) The system according to claim 54, wherein said content source includes full motion video content.

57. (Newly Added) The system according to claim 54, wherein said content source includes an audio feed.

58. (Newly Added) The system according to claim 54, wherein said electronic data network is the Internet.

59. (Newly Added) The system according to claim 58, wherein said web browser client accesses said content source via the Internet to receive content to be dynamically manifested within said controllable window object.

60. (Newly Added) The system according to claim 54, wherein said web browser client accesses said content source more than one time to receive corresponding different content to be dynamically manifested within said controllable window object.

61. (Newly Added) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be minimized.

62. (Newly Added) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be maximized.

63. (Newly Added) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be re-sized.

64. (Newly Added) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be closed thereby preventing dynamic manifestation of said content within said controllable window object. client.

REMARKS

Prior to or contemporaneous with the review and examination of the instant U.S. patent application, please enter this Preliminary Amendment into the official files of the instant and newly filed U.S. Patent Application, and process the amendments contained herein. This U.S. patent application is a continuation application under 37 C.F.R. § 1.53(b) of U.S. Patent Application Serial No. 09/252,076, filed on February 18, 1999, which application is now pending before the USPTO.

Claims 1-8 and 14-22 have been allowed in Applicant's co-pending U.S. Patent Application Serial No. 09/252,076. In the instant patent application, claims 9-13 and

claims 23 through 64 which have been added by way of this Preliminary Amendment are pending and are presented for examination on their merits, which action is earnestly solicited.

CONCLUSION:

Claims 9-13 and claims 23 through 64 which have been added by way of this Preliminary Amendment are pending and are presented for examination on their merits, which action is earnestly solicited.

If the Examiner believes that an in-person or telephonic interview will in any way expedite the prosecution of the instant U.S. patent application, the Examiner is invited to contact the undersigned attorney of record at the address and telephone numbers listed below.

It is believed that fees are due in regard to the submission of this Preliminary Amendment. Such fees have been paid in the form of a check in the amount of \$676.00. If additional fees are deemed due and/or owing, the USPTO is invited to contact the undersigned attorney of record at the address and telephone numbers listed below.

Respectfully submitted,

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